

APPLICANT(S): Heilper et al.
SERIAL NO.: 10/813,459
FILED: March 30, 2004
Page 2

AMENDMENTS TO THE SPECIFICATION

SW
2/16/07

Paragraph 1 on page 1

Please replace ~~paragraph [0004]~~ with the following rewritten paragraph:

~~[0004]~~ Every year, the retail industry loses money to the production of counterfeit designer products. Counterfeit items are often very hard to reveal, as they are copied so well it is often difficult to tell the difference between the copy and an original. Many tools and techniques have been proposed to protect against counterfeiting, including difficult to copy labels and hidden signs on the actual product. These techniques have not been extremely successfully, however, because counterfeiters are extremely skillful in copying even difficult labels, and hidden signs in the product are hidden so well that they become inaccessible.

SW
2/16/07

Paragraph 2 on page 3

Please replace ~~paragraph [0013]~~ with the following rewritten paragraph:

~~[0013]~~ The following discussion will describe the present invention using a bar code encoding process. However, it will be appreciated that UAN 18 may be ~~encoding~~ using many different types of encoding processes, such as the following non-limiting examples: a one dimensional bar code, a two-dimensional bar code, an RFID tag to be read with an RFID reader or a magnetic stripe. A magnetic stripe may be readable by current credit card readers. Alternatively, UAN 18 may be printed as a number, with no encoding. The latter may be readable using optical character recognition (OCR) technology.

SW
2/16/07

Paragraph on page 5

Please replace ~~paragraph [0021]~~ with the following rewritten paragraph: